

# Spencer Krell

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Social Brand Manager

## ABOUT

Experience in creative campaign development and brand building. Content creator and director, collaborating with teams and artists to build strong identities. Personal goal to bring a sense of mindfulness into advertising, crafting solution-driven authentic media that resonates organically with viewers.

## EDUCATION

Fordham University, Gabelli  
School of Business

Degree in Strategic Marketing

Minor in Leading People and Organizations

2017-2021 | 3.7 GPA

## SKILLS

- Social Media Brand Strategy
- Community & Influencer Management
- Campaign Direction & Analysis
- Presentation Design
- Photography & Videography
- Graphic Design
- AI Prompt Engineering

## PLATFORMS

- Adobe Software: Lightroom, Premier Pro, Photoshop, Illustrator
- Instagram, Facebook, TikTok, LinkedIn, Snapchat, and other social platforms
- Meta Business Suite Ad Manager
- Canva, Later.com and other creative media planning platforms



www.spencerkrell.net

## EXPERIENCE

2022-2025

### Bigelow Trading

Social Media & Marketing Coordinator

Oversaw content scheduling, directed strategy and managed social media for multiple national consumer brands. Led multiple quarterly targeted online ad campaigns with a curated team of influencers, created and edited over 30 creative assets per brand each month, and routinely analyzed weekly social metrics with matching branded presentations. As a result of this organic social strategy these brands earn hundreds of thousands of impressions per month.

Instagram: @marvis\_usa @prorasousa @bigelowtrading

2021-Present

### Hidden Lane

Brand Manager & Lead Content Creator

Manage social accounts for this upscale bar in Union Square. Keep brand identity consistent and cohesive across social media platforms, create a variety of 3-5 original posts per week utilizing videography, photography, and graphic design skills across platforms. There has been a significant increase in the number of private event bookings and first-time visitors since my employment began.

Instagram: @hiddenlanenyc

2021-2022

### RevHealth

Studio Artist

Finalized campaign materials alongside studio design heads at this pharmaceutical marketing agency. Gained experience in targeted health care messaging and learned how to operate in an agency setting while working with package design.

## PAST EXPERIENCE

2021

### VetChoices

Brand Designer

2019

### Mystic Sons

London-Based Public Relations for Upcoming Artists Internship

2018-2019

### Moment Lens

Remote Content Artist and Social Influencer

- Awarded the Moment 50 Spotlight for upcoming creatives

2016

### St. Jude Children's Research Hospital

Presentation Designer for fundraisers